

DIGITAL EDITION SATURDAY Issue 84

## Care on demand: the new village value proposition

Sep 13 2024

Lauren Broomham

“How do we start to make care available on demand?”



Village residents are ageing fast and hospital and aged care beds are at a premium. Operators need to take a more proactive approach to health and wellbeing.

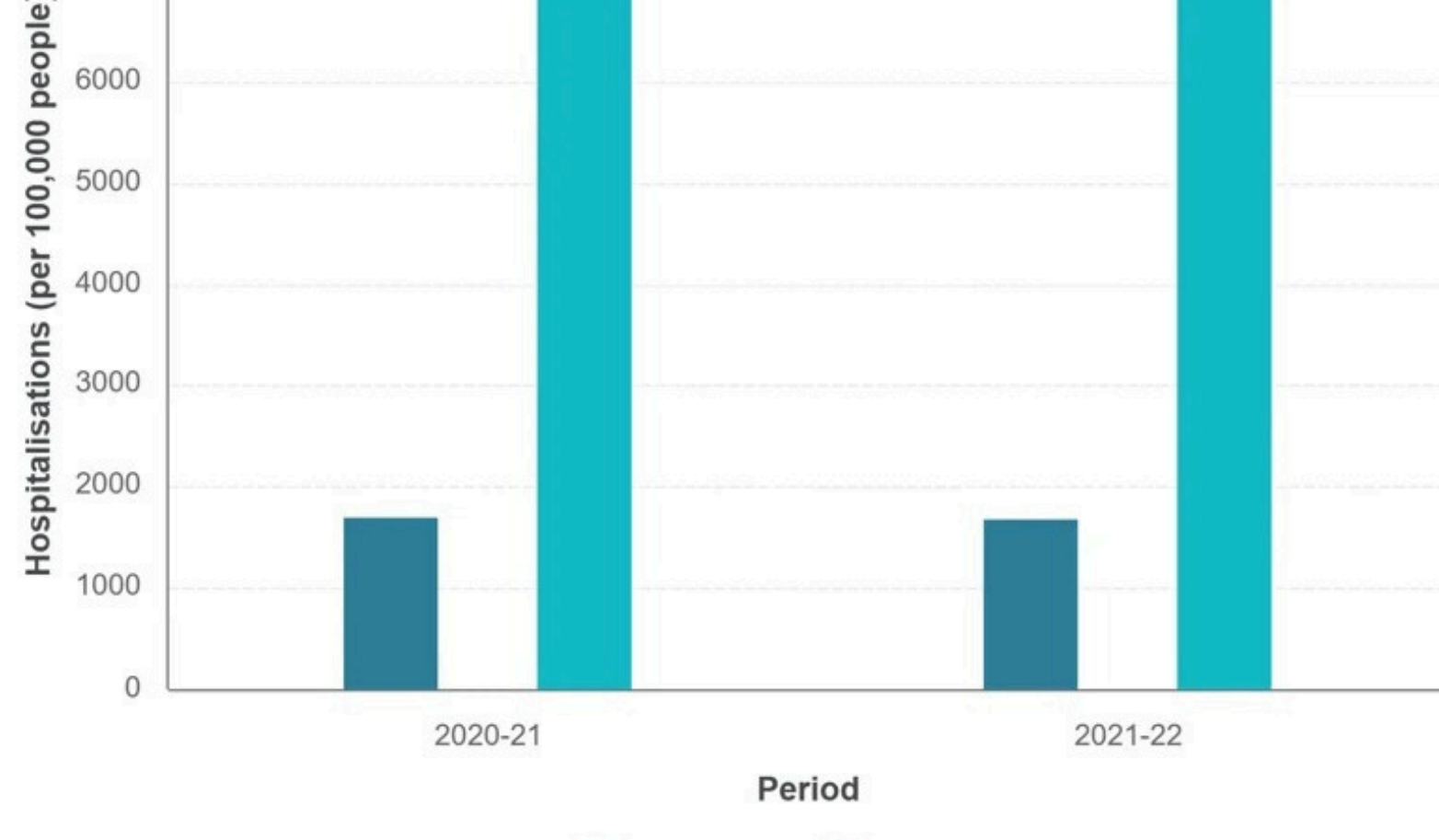
**There is a significant opportunity for villages and land lease operators to integrate primary care and aged care services for their residents and help them to stay in control, out of aged care and well for as long as possible.**

As discussed in the previous story, you can't fight the statistics.

Australia's population is ageing fast, and village residents are naturally at the age where chronic disease prevalence and unplanned hospital admissions are much higher.

Recent data from the Australian Institute of Health and Welfare (AIHW) shows that **one in 18 hospitalisations in 2021-22 were potentially preventable** – the majority in people aged over 65.

Figure 2: Rates of total potentially preventable hospitalisations by age group, 2020–21 and 2021–22



Credit: AIHW

At DCM Group's recent Hospital in the Home breakfast in Melbourne, the discussion was that retirement living operators need to look at their care models and keep up with what residents want.

### What is Hospital in the Home?

The Hospital in the Home Society of Australasia defines Hospital in the Home as:

*HITH is acute inpatient equivalent care, utilising highly skilled staff, hospital technologies, equipment, medication, and safety and quality standards, to deliver hospital-level care within a person's place of residence or preferred (non-hospital) treatment location.*



“How do we start to make care available on demand, where and when people want it, just like we've been doing in retirement living from an accommodation perspective?” said Beverly Smith, Amplar Health's Chief Commercial Officer.

**“I think our opportunity in the retirement living space is to engage with the broader health ecosystem, and how do we start to make care more proactive and accessible for the residents in our villages?”**



Bev Smith

### 50,000 customers in preventative health programs by FY25: Amplar Health

Case in point: Amplar Health is focusing heavily on delivering preventative programs for people that can be funded out of a person's Home Care Package, private health insurance, through their GP and Medicare, or self-funded, with the aim of growing its preventative program enrolments to 50,000 customers by FY25.

<b>Prevention &amp; Wellbeing</b>	<ul style="list-style-type: none"> <li>○ Face to face in patient's home</li> <li>○ Telehealth (video, telephone, SMS, webchat)</li> <li>○ Digital (synchronous and asynchronous)</li> </ul>
<b>Triage</b>	<ul style="list-style-type: none"> <li>○ Telehealth (video, telephone, SMS, webchat)</li> </ul>
<b>Post Hospital Treatment and Rehabilitation</b>	<ul style="list-style-type: none"> <li>○ Face to face in patient's home</li> <li>○ Digital – remote monitoring</li> </ul>

Credit: Amplar Health

In February this year, the home healthcare provider partnered with Amwell, a technology platform that works with the National Health Service (NHS) in the UK and in the US to provide digital health solutions at scale.

Similar to Netflix where you can watch a film at any time of the day, the technology enables the individual to engage with a clinically evidenced program to provide mental health, nutrition or wellbeing support via an app-based interface. It's on demand without the need for a person to be on the other side to respond in real time.

Amwell's mental health program has a 93% patient satisfaction rate among the nearly 700,000 people who have used the technology through the NHS.



Scale and technology will be critical to success for operators in this space.

### Providing the right intervention at the right time

Benetas is now looking at how it can leverage its home care business to supports its retirement village residents and manage care at home.

**“We're fortunate that we have a home care business which has an in-home nursing service, and certainly I've had lots of conversations with Helen as the GM about how do we get nurse practitioners in that cohort,” said Verity Leith, General Manager Residential Services at Benetas.**

In addition to its Amwell partnership, Amplar Health is building programs for people with a specific need, for example, knee rehabilitation in the home which would then lead into another program such as weight management.

“We're really looking at those customer journeys and saying, 'what are the right options to service people at the right time?' And 'how do we this in a way that we can deliver this at scale?’” said Beverly. “So it's actually much more personalised to where the individual is on their journey.”

Interoperability will also play an important role in patient outcomes by ensuring that information flows between the village and care staff.



Verity Leith

**“We see an increased use of tech to service the industry, be it wearables, falls, tracking tools and so on, and the need for a greater level of interoperability so that that data that is being gathered with that type of tech can be brought in and analysed,” stated Paul.**



Paul Brindle

In particular, the use of telehealth, video capability and client management systems will be essential to ensure that the level of care can increase while costs are kept under control.

This will likely create data security challenges (see legal story) for operators which will need the APIs to start to share data securely, protect people's privacy, and the right consents in place so that information can travel.

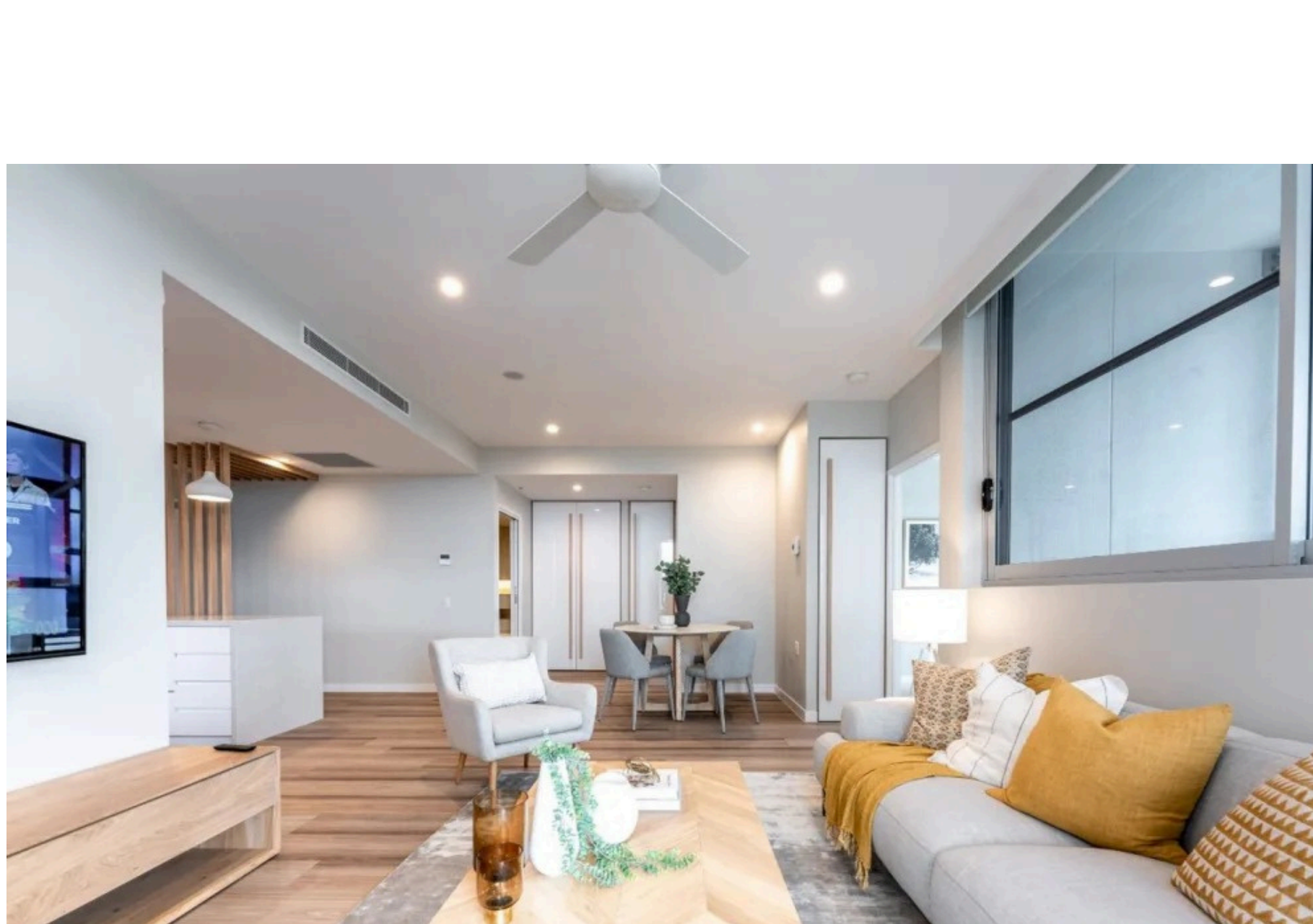
### Success of private aged care models shows there is capacity for self-funding

The other challenge is that these services will cost money – and not all services will be covered by Government-funded Home Care Packages or private health insurance.

In Australia, there is still little funding available for preventative services including HITH (see funding story).

People often don't understand the true cost of the service – or want to put their hand in their pocket to pay.

But as the success of the private aged care model in retirement villages – led by LDK Seniors' Living and Odyssey Lifestyle Care Communities – has shown, village residents are prepared to self-fund their care and accommodation when they are assured that they will not have to leave the village.



An apartment at Odyssey's Robina retirement village

Anglicare is already **successfully trialling a full care offering** within its Woollooware Shores village, 20km south of the Sydney CBD.

**Is this the next logical step for all operators?**

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